

**BINDURA UNIVERSITY OF SCIENCE EDUCATION**  
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**FACULTY OF AGRICULTURE AND ENVIRONMENTAL SCIENCE**

**Department of Agricultural Economics, Education and Extension**  
**BSc Agricultural Science (Honours) Part II Examination**

**AGRIBUSINESS AND ENTREPRENEURSHIP**

**AGM223 / NR404**

**3 HOURS (100 Marks)**

**INSTRUCTIONS**

Answer any **FOUR** questions. Each question carries **25 marks**.

- 1) Compare and contrast the classical, human relations and contemporary theories of management as they relate to agribusiness. [25 marks]
- 2) "The scope of agribusiness is complex." Explain this statement in detail using Goldberg's (1953) framework. [25 marks]
- 3) a) Give an example for each of the following:
  - i. business policy [3 marks]
  - ii. business objective [3 marks]
  - iii. mission statement [3 marks]
 b) Discuss SWOT analysis as used in the analysis of the agribusiness environment. [16 marks]
- 4) Describe the following agribusiness functional areas:
  - i. The accounting function [5 marks]
  - ii. The financial function [5 marks]
  - iii. The public relations function [5 marks]
  - iv. The purchasing function [5 marks]
  - v. The marketing function [5 marks]
- 5) a) Explain the concept of group entrepreneurship among farmers. [5 marks]  
 b) Outline the advantages and disadvantages of group entrepreneurship. [20 marks]
- 6) Explain in detail the essential elements of an agribusiness plan. [25 marks]

**End of Paper**